

Town of Essex

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What is CERC?

- Nonprofit corporation (formerly called the Connecticut Economic Resource Center)
- Established in 1992 via utility funding
- Customers include:
 - State agencies
 - Regional groups
 - Municipalities
 - Utilities
 - Other related organizations



CERC Solutions

- Industry cluster support
- Business assistance, recruitment & expansion
 - Connecticut Business Response Center
 - ProgramFinder 
- Real estate activity
 - SiteFinder™ 
- Research and GIS
 - DataFinder 
- Marketing communications
 - DAS-approved

Connecticut's Business Response Center

- Highly trained business information specialists at 1-800-392-2122
- Customer focused
- Individually tailored information packets
- Handle more than 20,000 inquiries every year by phone & email
- Send referrals to state, local & regional agencies & organizations



ProgramFinder

- Online, up-to-date searchable database
- Federal, state, regional & local business assistance programs
 - Public & private
- Search by category, keyword or agency
- Helpful fact sheets with most-requested business information



SiteFinder™

- Most comprehensive list of available industrial & commercial real estate in CT
- Web-based, searchable database of more than 2,000 properties
- Properties are uploaded to Loopnet™, a national listing service
- Listings are posted by nearly all commercial real estate firms, as well as private owners and municipalities



Professional Economic Development Services

- Full service and/or individual project consulting for economic development organizations, including...
 - Strategic planning
 - Economic impact studies
 - Targeted industry analyses
 - Marketing communications
 - On-call and advisory services



What is Economic Development?

- Programs, policies and activities that seek to improve the economic well-being and quality of life for a community or a region, in order to...
 - Create & retain jobs
 - Facilitate growth and strengthen character
 - Provide a stable tax base
 - Increase quality of life
 - Improve areas and neighborhood



Case Studies



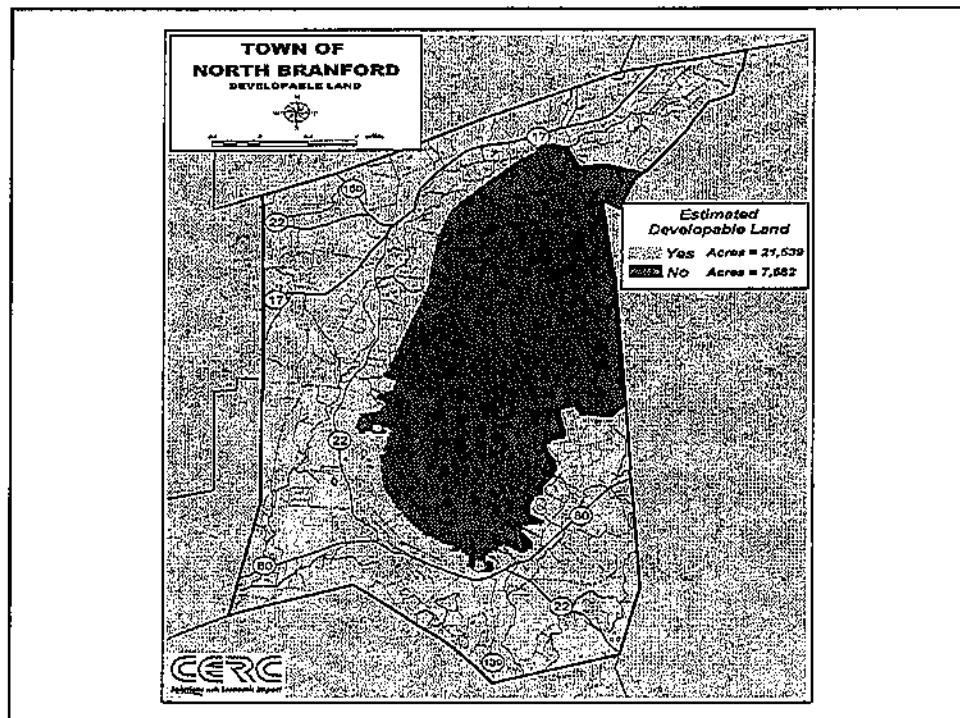
Town of North Branford Economic Development Strategy

- Suburban residential community
- Need to increase tax base
- Limited land available for economic development
- Economic development had been done on ad-hoc basis



Analysis of Civic Capacity

- Identification of stakeholders
- Initial SWOT (strengths, weakness, opportunities and threats) analysis
- Business inventory
- Business survey - identified attitudes and key issues of local companies
- Land use and infrastructure factors



Targeted Industry Analysis

- Characteristics of local economy
- Sources of current or potential income
- Regional context
 - Economic trends of region
 - Role of town in region and state
- Identification and analysis of key industries in region



Market Analysis

- Definition of market area
- Demographic characteristics
- Industrial market
- Office market
- Retail market
- Multi-family residential market



Recommendations

- Review of development sites
- Programmatic recommendations
- Land use recommendations



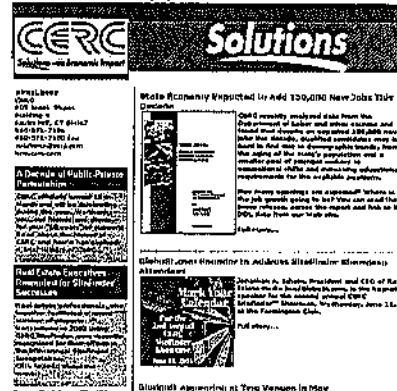
Marketing Planning

- Conduct pre-plan research
 - Determine goals (based on visioning)
 - Identify audiences (based on industry targeting)
 - Business retention
 - Review SWOT
- Create a strategic plan
- Measure baseline efforts



Marketing - Implementation

- Tactics based on set budget
 - Advertising
 - Web site
 - Brochures/collateral
 - Events & trade shows
 - Public relations
 - Direct mail & telemarketing
 - eMarketing
- Measure success of efforts



CERC
Solutions with Economic Impact

Town of Salem Economic Development Plan

- Goals
 - Maintain rural character
 - Enhance tax base
 - Respond to challenges of Route 11 extension

CERC
Solutions with Economic Impact

Plan of Action

- General procedural framework for economic development
- Business retention
- Equestrian oriented development
- Age-restricted cluster housing

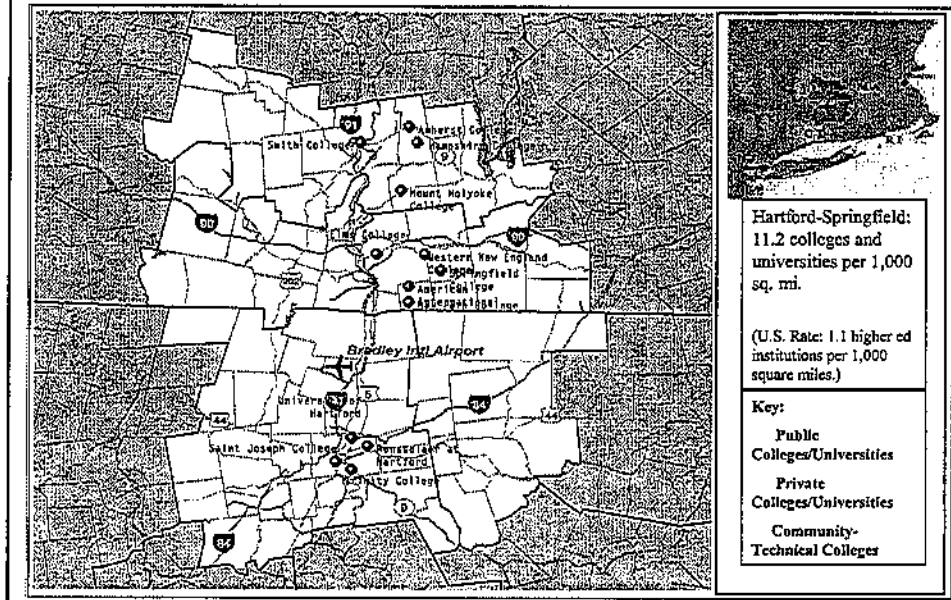


Knowledge Corridor

(Hartford/Springfield Economic Partnership)

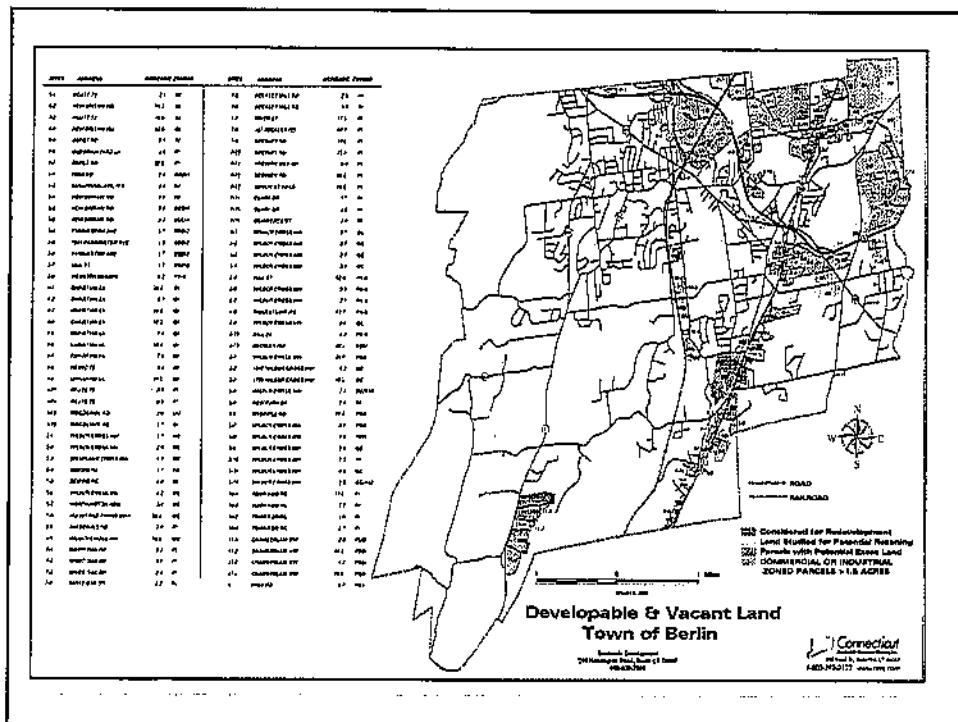
- Cross-border initiative
- CERC partnered with academic team
- Analysis of regional growth trends
 - Demographic profiles
 - Economic profiles
 - Cross-border flows
- Result
 - Elevated the region's national position

The Knowledge Corridor: Home to Many Superior Higher Education Institutions



Town of Berlin

- Assisted in development of business retention & recruitment strategy
 - Real estate analysis & parcel maps
 - Web site
 - Brochure & inserts
 - Direct mail/telemarketing campaign
- Result
 - Comprehensive, cost-effective ED resources



New Haven CEDS

- The Regional Growth Partnership (RGP) enlisted Mount Auburn Associates and CERC to carry out the process. The two companies collaborated to perform economic and demographic analyses for the region in order to gain in-depth knowledge of its economic and demographic trends, strengths and weaknesses.
- The report pointed out the region's industrial decline and the proliferation of urban sprawl. The economic development plan and action steps will delineate specific initiatives to accomplish goals and objectives, set priorities and establish benchmarks for measuring process.

CERC
Solutions with Economic Impact

Other Services



Implementation

- Targeted industry identification
- Marketing
- Workforce training & education
- Redevelopment
- Regional cooperation - CEDS
- Economic impact analysis
- Fiscal impact evaluation
- Tax incentive programs
- Infrastructure enhancement



Project Oriented

- Main Street program
- Site analysis
- Market analysis
- Real estate evaluation
- Industrial park planning



Municipal Clients

- | | |
|-----------------|------------------|
| • Bridgeport | • Naugatuck |
| • Berlin | • New Britain |
| • Branford | • North Branford |
| • Cheshire | • Oxford |
| • Cromwell | • Plainville |
| • Deep River | • Salem |
| • East Hartford | • Simsbury |
| • Enfield | • South Windsor |
| • Fairfield | • Southington |
| • Meriden | • Voluntown |
| • Middletown | • Waterbury |
| | • Windham |

Other Clients

- Aerospace Components Manufacturers
- Capitol Region Workforce Development Board
- CL&P Research Development & Demonstration (RD&D) Program
- Connecticut Dental and Medical Societies
- Connecticut Department of Economic & Community Development
- Connecticut Department of Labor
- Connecticut Department of Public Health
- Connecticut Department of Public Utility Control
- Connecticut Economic Development Association
- Connecticut Office of Policy and Management
- Connecticut Policy & Economic Council
- CURE - Connecticut's BioScience Cluster
- Greater Waterbury Chamber of Commerce/Waterbury ITZ
- Hartford/Springfield Knowledge Corridor
- Manufacturers Alliance of Connecticut
- Naugatuck Valley Community College
- Office for Workforce Competitiveness
- Tunxis Community College
- UCONN

Utility Founding Partners

- CL&P
- The United Illuminating Company
- Yankee Gas Services Company
- SBC SNET
- Connecticut Natural Gas
- The Southern Connecticut Gas Company
- Aquarion Water Company
- The Connecticut Water Company
- Connecticut Municipal Electrical Energy Cooperative
- Verizon



Contact CERC

For more information on:
CERC's Professional Services
call 860-571-7136
or visit www.cerc.com

For more information on:
Business Assistance Programs
call 1-800-392-2122
or visit www.YouBelongInCT.com

